

Senior CRM Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Leading Global Luxury Fashion Maison

Job ID
1619595

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

As the business continues to strengthen its client development capabilities in Japan, the company is seeking a Senior CRM Manager to drive CRM strategy, client engagement, clienteling excellence, and data-driven decision making across the organization.

Reporting directly to the Clienteling & CRM Director, this role will play a critical role in analyzing customer behavior, improving CRM performance, increasing loyalty and client retention, and supporting store teams in delivering elevated client experiences aligned with global standards.

Key Responsibilitie
1. CRM Strategy & Data Analytics
- Manage and optimize CRM databases and client information.
- Analyze client quality and segmentation across the Japan market.
- Utilize business and customer insights to identify opportunities, risks, and performance improvement actions.
- Leverage predictive analytics to support client engagement and targeting strategies.
- Provide actionable recommendations to support business growth and client retention.

- Monitor CRM KPIs including recruitment, retention, reachability, and engagement.
- Develop medium- and long-term CRM roadmaps aligned with commercial objectives.

2. Clienteling & Client Development
- Support store teams through CRM tools, training, and performance monitoring.
- Improve overall client experience and elevate service standards.
- Drive clienteling initiatives in alignment with global guidelines.
- Partner with stores and business stakeholders to plan client engagement activities and events.
- Support acquisition and retention of VIC and top clients.
- Participate in high-profile client events and strengthen relationships with key clients.

3. Innovation & Continuous Improvement
- Introduce and test CRM tools, technologies, and platforms.
- Monitor luxury clienteling trends and CRM best practices.
- Drive adoption of new solutions and process improvements.
- Promote a culture of data-driven decision making across the organization.

4. Cross-Functional Collaboration
- Collaborate closely with Retail, E-Commerce, PR, IT, CRM vendors, and headquarters teams.
- Ensure omnichannel consistency in client engagement initiatives.
- Act as a key partner in strengthening customer-centric approaches across the business

Employee Benefits:
- Social insurance
- Transportation allowance
- Flexible working environment
- Career development opportunities

Required Skills

- University degree or higher.
- Native-level Japanese and business-level English.
- 5+ years of CRM, client development, loyalty marketing, customer analytics, or clienteling experience.
- Strong analytical and data interpretation skills.
- Experience working with customer databases and CRM programs.
- Strong stakeholder management and communication capabilities.
- Luxury retail, fashion, beauty, watches & jewelry, or premium consumer goods experience preferred.
- Ability to work effectively in an international environment.

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国 (また2011 年には香港・韓国にも拠点を新設予定) でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC's unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

JAC International Co., Ltd. is a wholly owned subsidiary of JAC Recruitment. Co., Ltd.